

# FY2011 Third-quarter Results

TSE Mothers 3796

January, 2011



Statements made at the meeting or included in this document that are not historical facts are forward looking statements about the future performance of e-Seikatsu Co., Ltd. You are cautioned that a number of factors could cause actual results to differ materially from those discussed in the forward looking statements.

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  - (2) Our Business & Service Overview

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# Summary of Third-quarter Results for FYE March 31, 2011

## ① Highlights

### Increasing sales and operating profit

- ▶ Sales: 1,768 million yen (FY2010 3Q 1,663 million yen, YOY change +104million yen, +6.3%)
- ▶ Operating profit: 295 million yen (FY2010 3Q 185 million yen, YOY change +109 million yen, +59.2%)
- ▶ Operating profit margin: 16.7% (FY2010 3Q 11.1%, +5.5 point)
- ▶ Quarterly net income: 155 million yen (FY 2010 3Q 83 million yen, YOY change +72 million yen, approx. 1.9 times)

### ASP Service is main driver of revenue increase

- ▶ ASP Service revenue: 1,067 million yen (FY2010 3Q 949 million yen, YOY change +117 million yen, +12.4%)
- ▶ Stock element ratio: 96.7% (FY2010 3Q 94.2%, FY2009 3Q 90.5%)

### Further enhancement of sales efforts to promote continued growth

- ▶ Focus on up-selling to existing clients as well as achieving higher monthly revenue per new client
  - Monthly ARPU: approx. 88,700 yen/company, approx. 61,700 yen/store
  - Monthly ARPU of new clients: approx. 84,300 yen/company (excluding initial charge)
  - Monthly ARPU of discontinuing clients: approx. 28,500 yen/company※ for the period covering Apr. 2010 to Dec. 2010
- ▶ Conducted IT seminars throughout Japan, further promoting “cloud computing” for the real estate industry
- ▶ The non-paying users on our “ES-B2B” network are a growing source of potential paying clients

### Development towards full integration of our ASP Service products (Autumn 2011 launch target)

- ▶ “Integrated Realtor Tool” - full integration of our ASP Service products for a seamless end-to-end solution

\* ASP service revenue figures have not been adjusted for internal transactions.

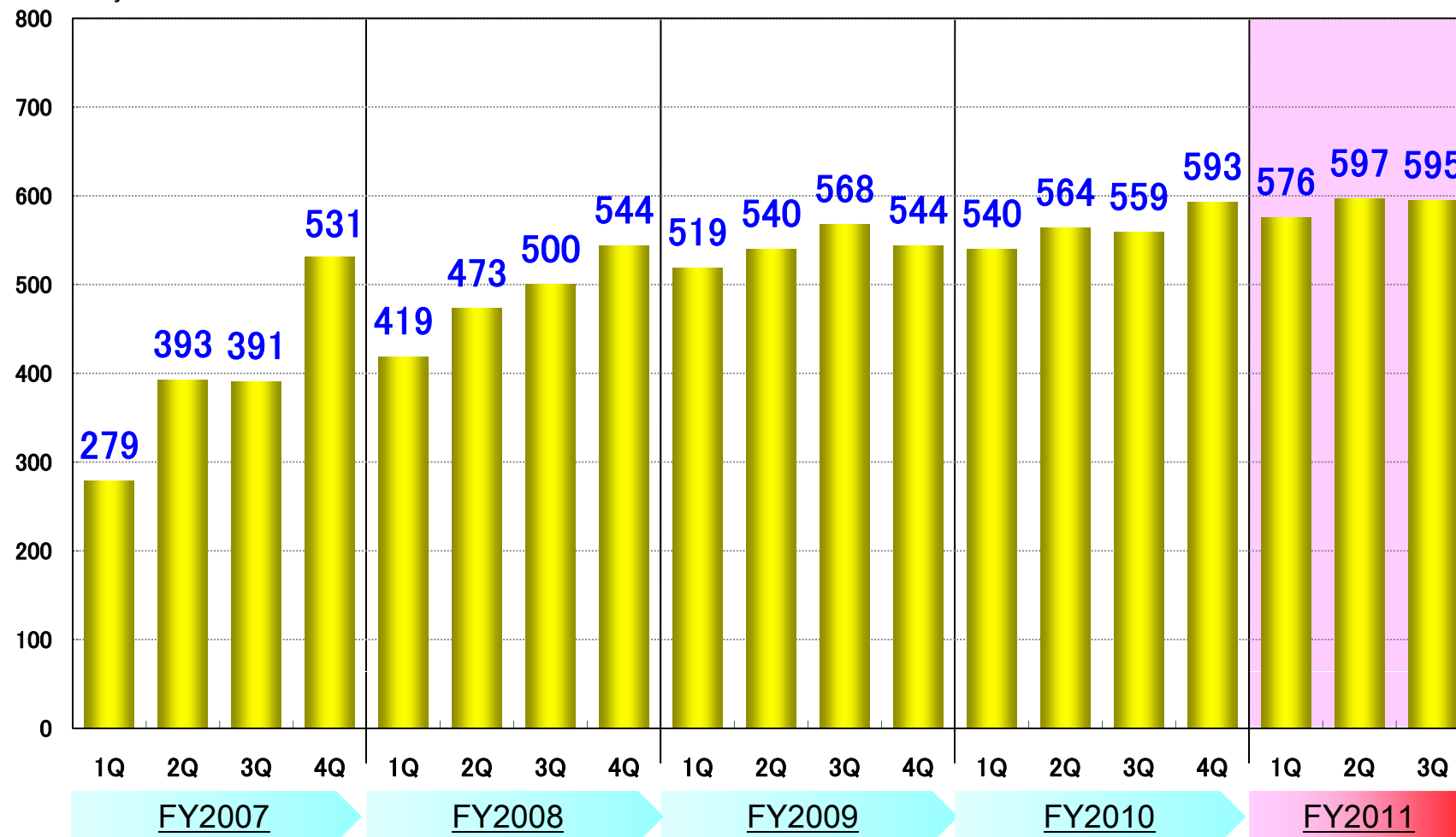
\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ② Consolidated Quarterly Sales YOY Comparison

### Continued sales growth

Unit: Million yen



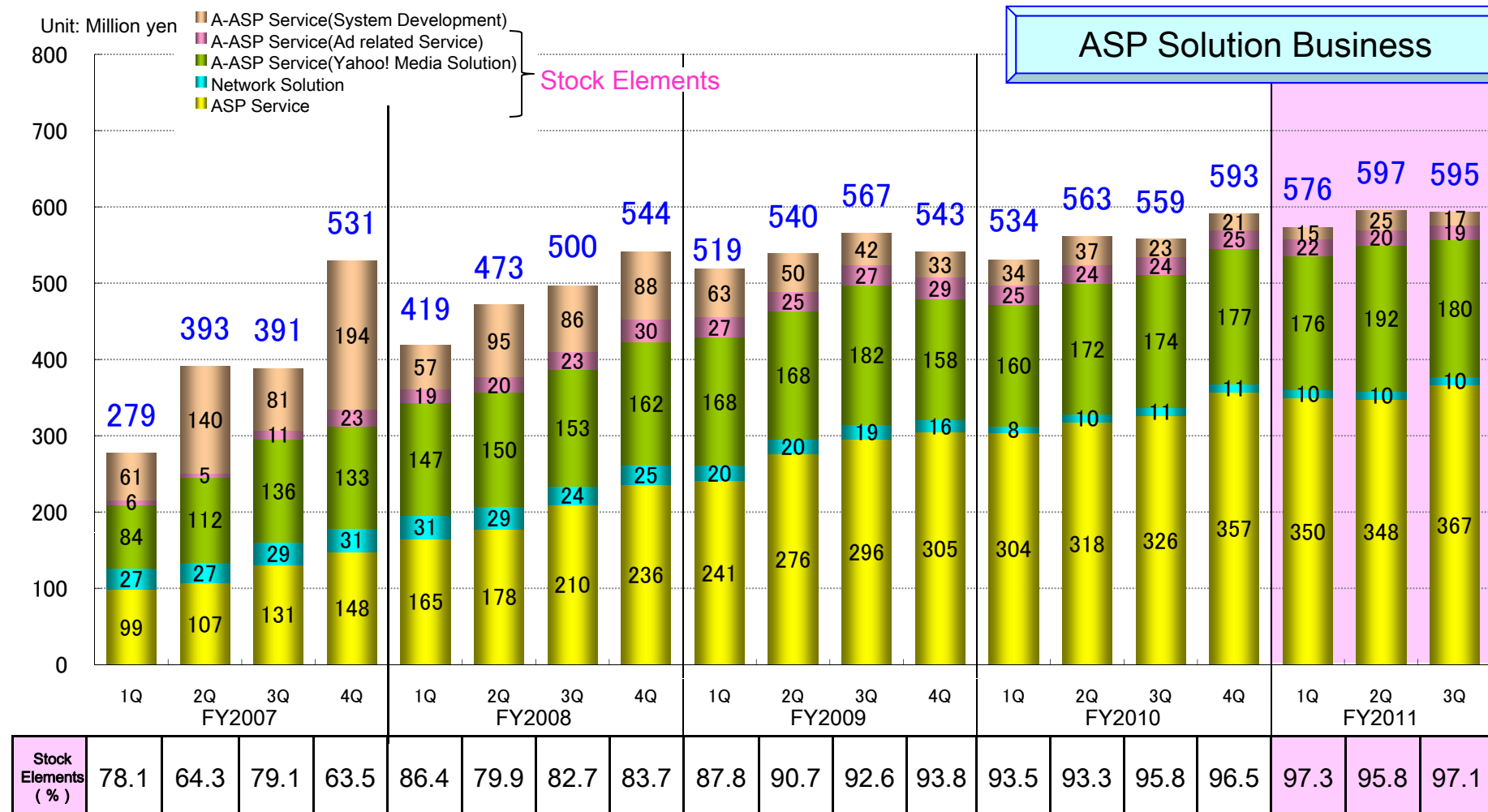
\* Figures from FY2007 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ③ Sales Category Breakdown

### Increasing “ASP Service” revenue



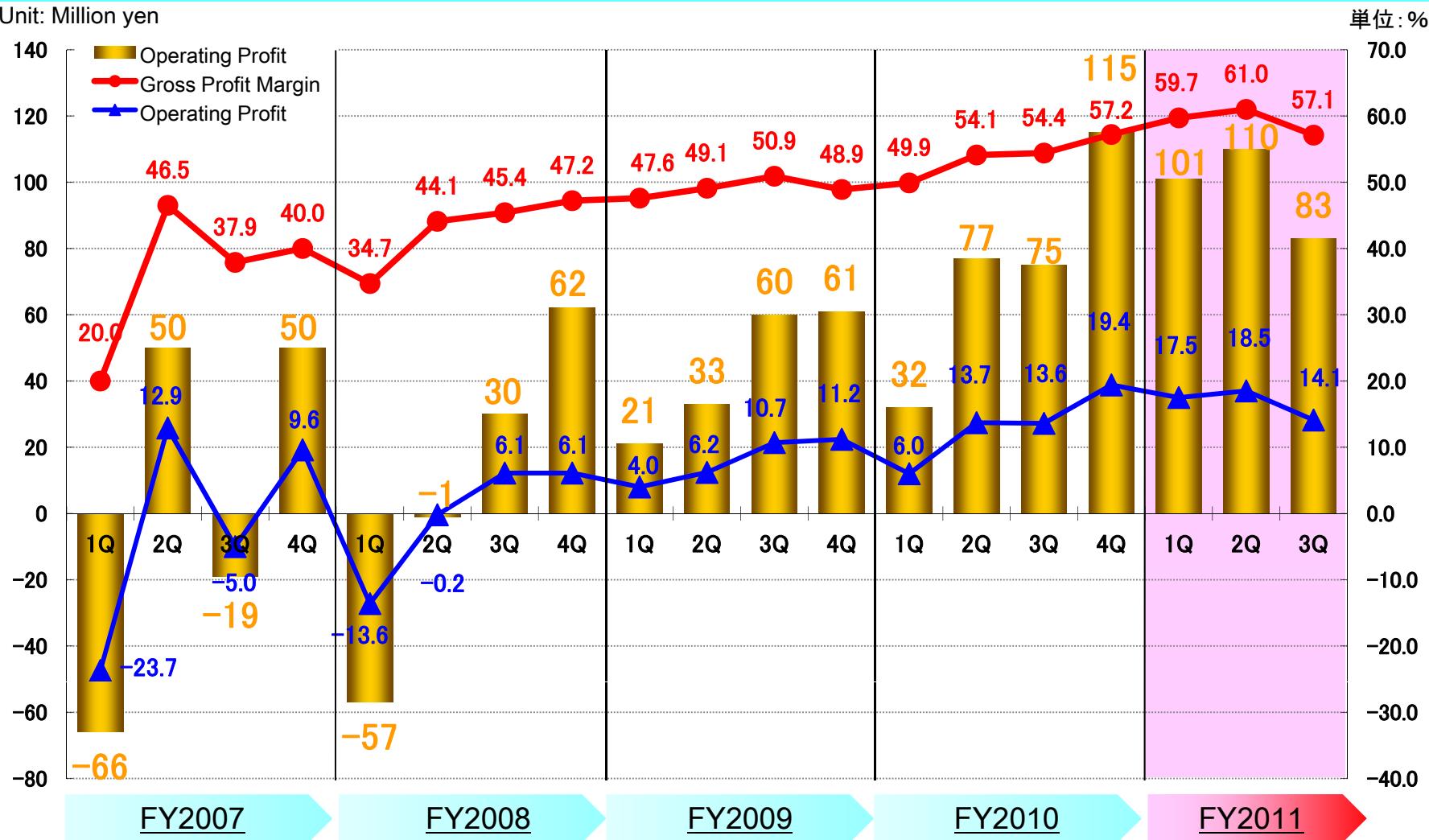
- \* Stock Element Revenue = ASP Service + Network Solution + Yahoo! Media Solution + Advertising related services
- \* ASP Solution Business sales figures have not been adjusted for internal transactions.
- \* Figures from FY2007 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.
- \* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ④ Consolidated Quarterly Results YOY Comparison

### Increasing operating profit

Unit: Million yen



\* Figures from FY2007 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑤ Consolidated Income Statement (YOY change)

( Million yen )	Apr.-Dec. 2009 ( ① )	Apr.-Dec. 2010 ( ② )	YOY change ( ② - ① )	YOY change ( % )
Sales	1,663	1,768	104	6.3%
Gross profit	878	1,047	169	19.3%
Gross profit margin	52.8%	59.3%		
Operating profit	185	295	109	59.2%
Operating profit margin	11.1%	16.7%		
Recurring profit	185	295	109	59.3%
Recurring profit margin	11.2%	16.7%		
Extraordinary profit	-	1	1	-
Extraordinary loss	16	3	△13	△79.4%
Net income	83	155	72	86.8%
Net income margin	5.0%	8.8%		

### <Key Points>

- ① Operating profit, recurring profit, and net income improved due to a rise in sales as well as an increase in operation efficiency.
- ② Extraordinary loss due to application of new accounting standard with regards to asset retirement obligations.

\* Figures rounded down to the nearest million yen.



# Summary of Third-quarter Results FYE March 2011

## ⑥ ASP Solution Business Revenue (YOY change)

(Million yen)	Item	Apr.-Dec. 2009 ( ① )	Apr.-Dec. 2010 ( ② )	Difference ( ② - ① )	Change ( % )
Stock Elements	ASP Service	949	1,067	117	12.4%
	Network Solution	29	30	1	3.5%
	A-ASP Service (Yahoo! Media Solution)	508	550	42	8.3%
	A-ASP Service (Ad related services)	74	62	△12	△16.3%
	Subtotal	1,561	1,710	149	9.5%
Flow Elements	A-ASP Service (System Development)	96	57	△38	△39.9%
	Total	1,658	1,768	110	6.7%

### <Key Points>

- ① Continued increase in ASP Service revenue more than covers for the decline in other revenue items.
- ② Decrease in A-ASP Service (System Development) due to a conscientious effort to be more selective in taking on system development deals.

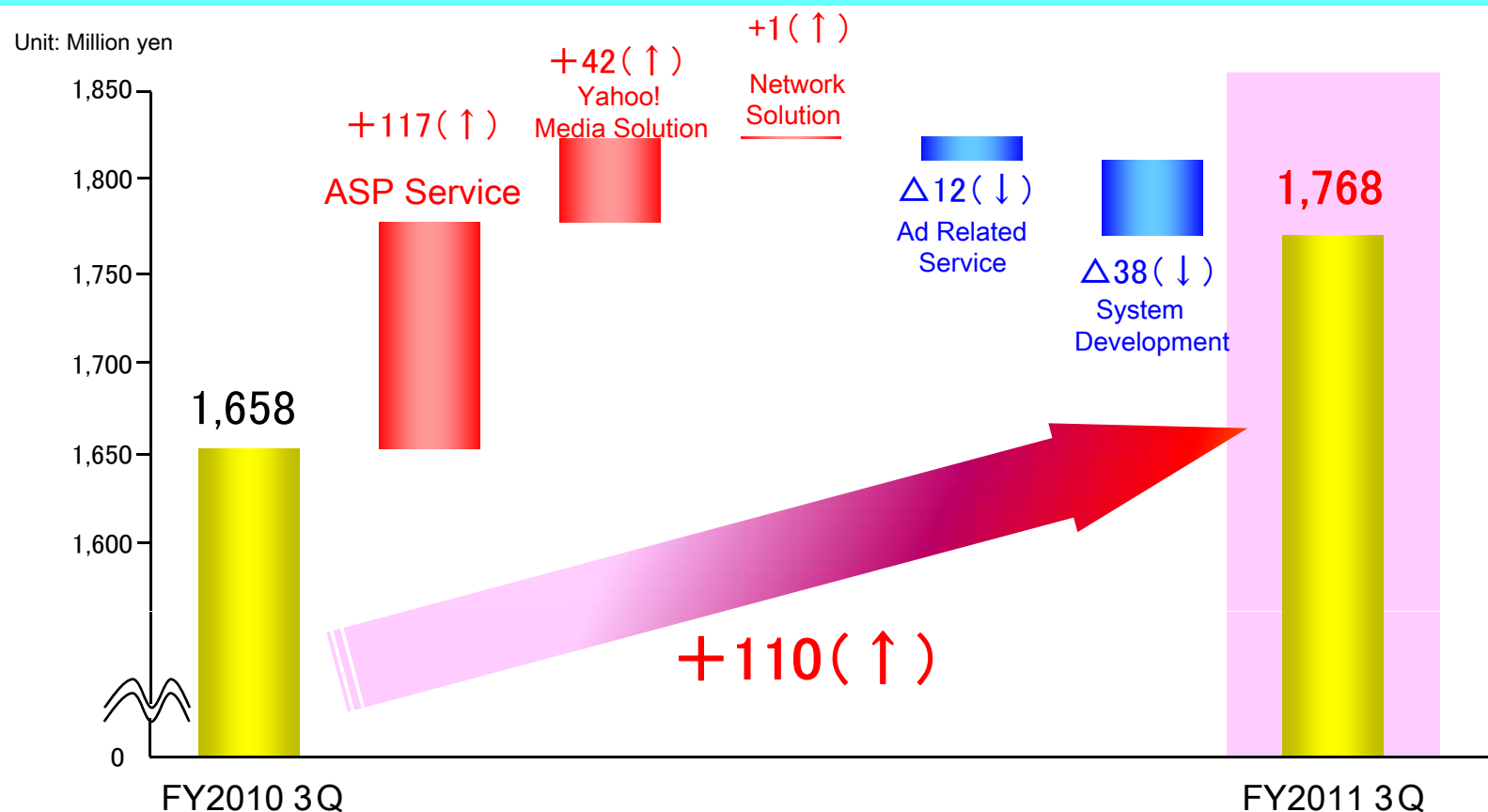
\* ASP Solution Business sales figures have not been adjusted for internal transactions.

\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑦ ASP Solution Business Change in Revenue Breakdown

### “ASP Service” is main driver of revenue increase



#### <Key Points>

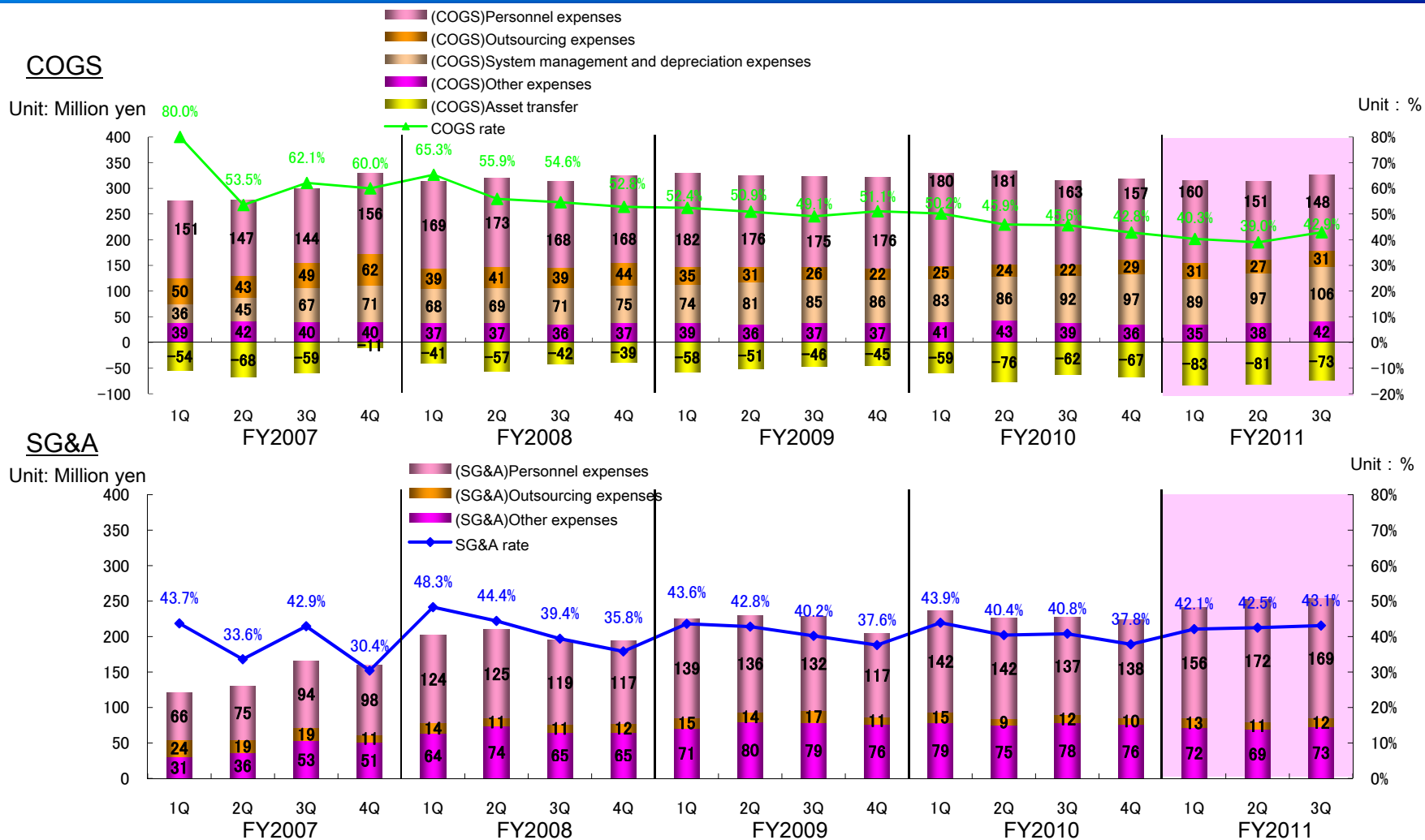
- ① The increase in “ASP Service” revenue (+110 million yen) greatly contributed to the net +117 million yen increase in sales.
- ② “System Development” revenue (a “flow” revenue) decreased by 38 million yen YOY.

\* ASP Solution Business sales figures have not been adjusted for internal transactions.

\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑧ Quarterly COGS/SG&A



- \* Figures from FY2007 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.
- \* (COGS)Outsourcing expenses: Outsourcing expenses, temporary recruitment expenses, procurement expenses, system usage expenses, etc.  
 (COGS)Asset transfer: Inventory assets(goods in process), portion allowances for software under development listed under COGS  
 (SG&A)Outsourcing expenses: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc.
- \* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑨ Consolidated Balance Sheet (change from FYE Mar. 2010)

(Million yen)	Mar. 2010 ( ① )	Dec. 2010 ( ② )	Change ( ② - ① )
Cash and Deposits	624	596	△27
Other Current Assets	290	271	△19
PP&E	1,035	1,151	116
Assets Total	1,950	2,020	69
Current Liability	304	284	△20
Non-Current Liability	74	58	△16
Net assets	1,571	1,677	105
Capital-Asset ratio	80.6%	83.0%	
Liability and Net Assets total	1,950	2,020	69

### <Key Points>

- ① PP&E increase due to additional in-house software development and strategic investments to revamp corporate IT system.
- ② Net assets increased due to an increase in quarterly net income (155 million yen), covering the decrease in net assets due to dividend payments (52 million yen) and treasury stock purchases (7 million yen).
- ③ Cash and Deposits & Current Liability decreased due to investments and payment of dividends (mentioned above), as well as payment of various taxes, and payment of bonuses.

\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑩ Consolidated Cash Flow Statement (YOY change)

(Million yen)	Apr.-Dec. 2009	Apr.-Dec. 2010
CF from Operating Activities	202	350
CF from Investing Activities	△310	△329
CF from Financing Activities	△66	△49
Net Increase in Cash and Cash Equivalents (△decrease)	△174	△27
Cash and Cash Equivalents (end of term)	564	596

### <Key Points>

Operating Activities	① Income before tax + depreciation expenses	FY2010	351Myen	FY2011	506M yen
	② Payment of corporate tax, etc.	FY2010	145M yen	FY2011	151M yen
Investing Activities	③ In-house software development	FY2010	206M yen	FY2011	237M yen
	④ Purchase of assets (HW/SW)	FY2010	108M yen	FY2011	93M yen
Financing Activities	⑤ Payment of year-end dividend	FY2010	33M yen	FY2011	51M yen

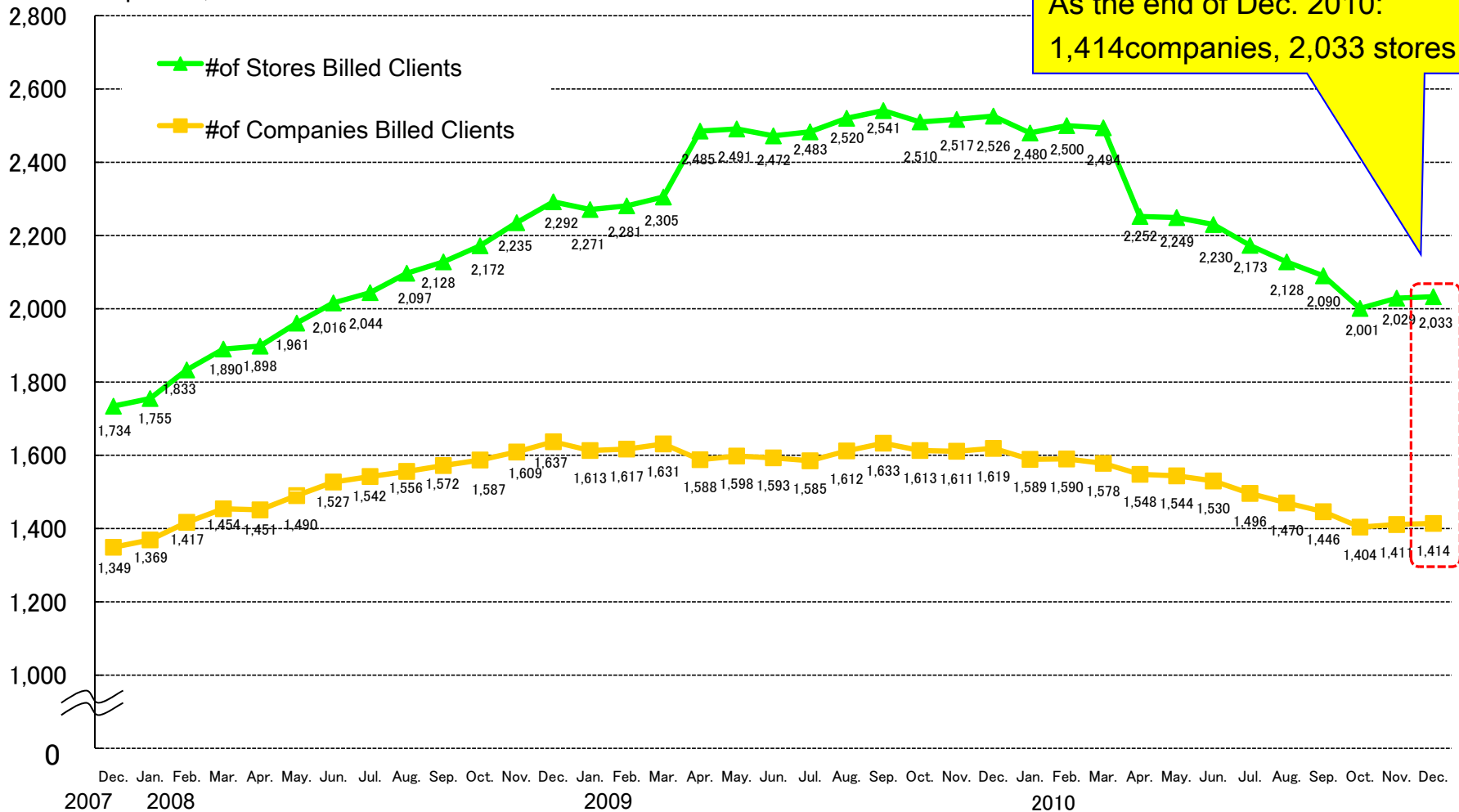
\* Figures rounded down to the nearest million yen.

# Summary of Third-quarter Results FYE March 2011

## ⑪ Number of ASP Service Clients

Growth through a balance of up-selling as well as new client acquisition

Unit: companies, stores



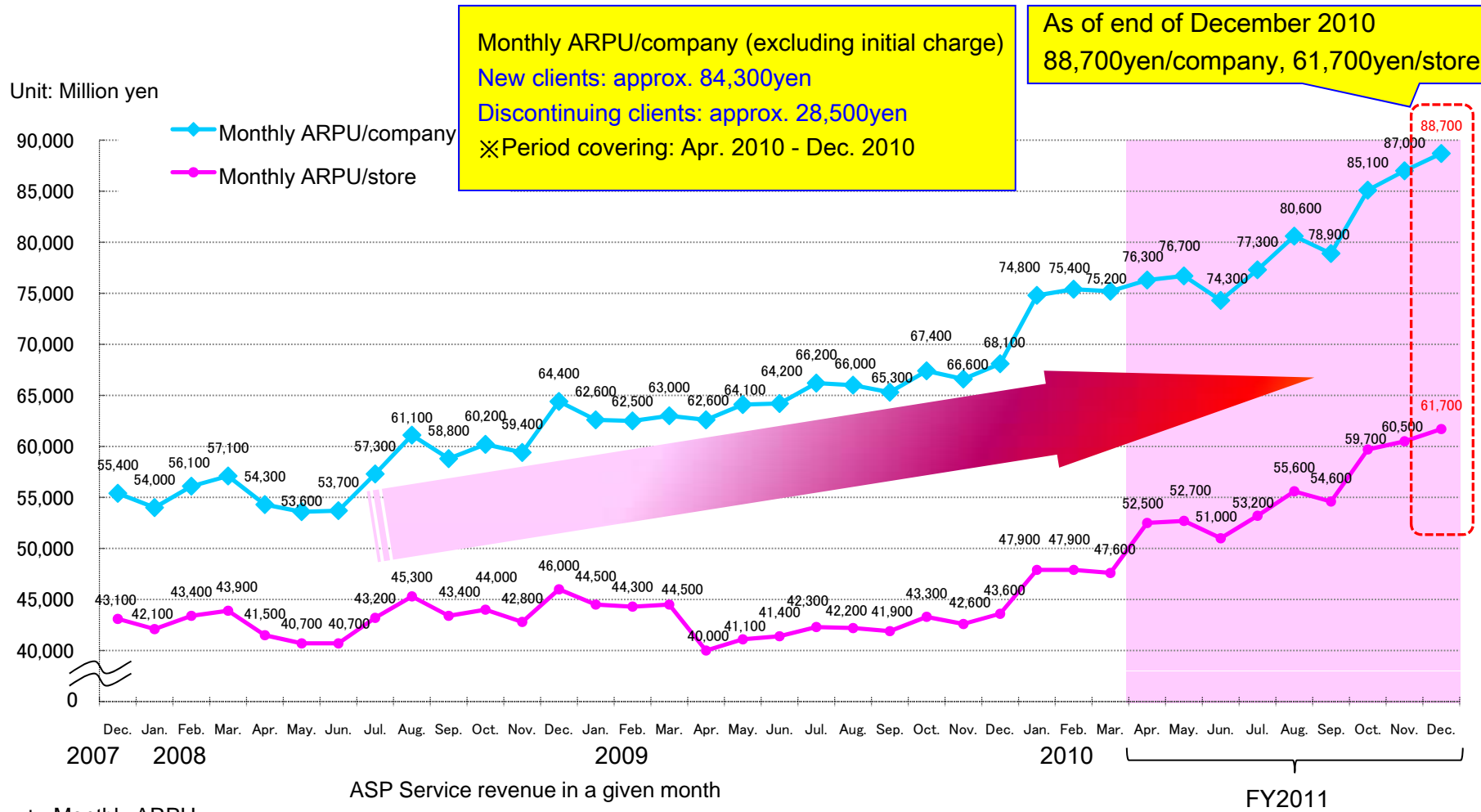
As the end of Dec. 2010:  
1,414 companies, 2,033 stores

\* Excluding non real estate related companies using our ASP services. - 13 -

# Summary of Third-quarter Results FYE March 2011

## ⑫ ASP Service Monthly ARPU

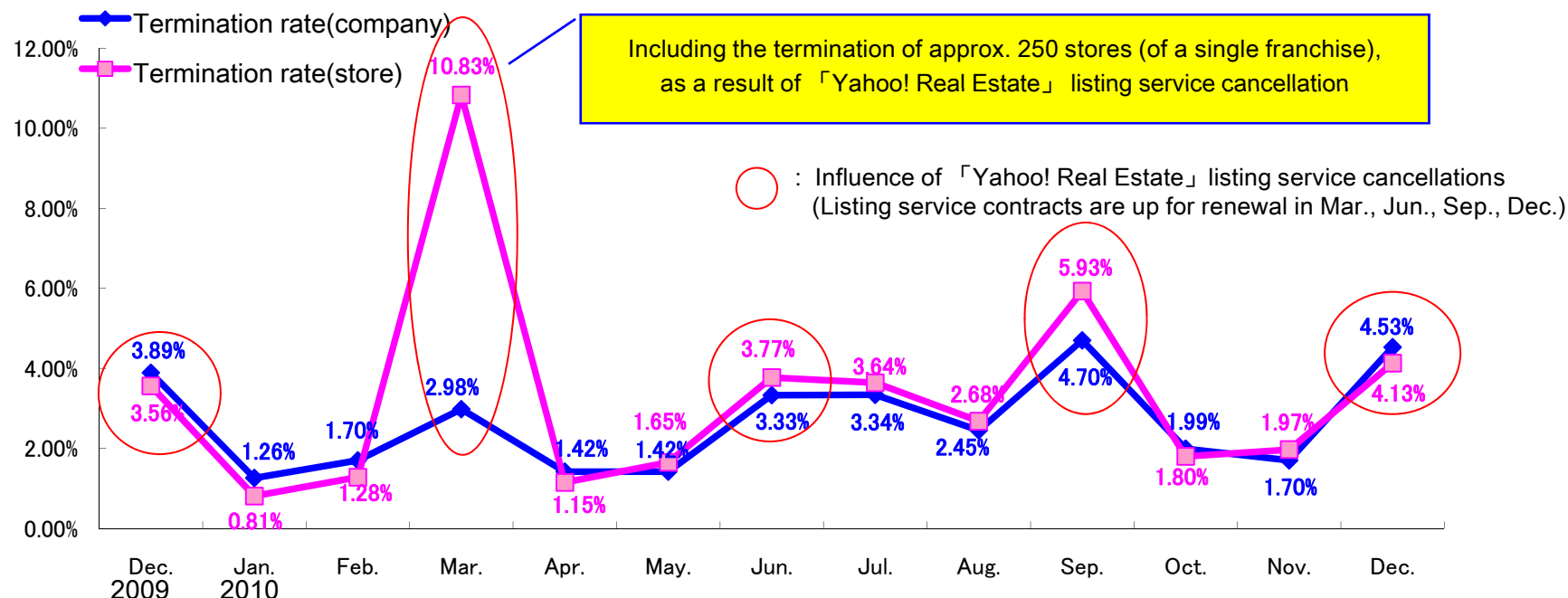
### Resulting in a steady increase in monthly ARPU



\* Monthly ARPU =  $\frac{\text{ASP Service revenue in a given month}}{\text{The 'number of companies (stores) Billed Clients' in a given month (excluding non real estate related companies using our ASP services)}}$

\* Figures rounded down to the nearest hundred yen.

### Increased efforts to improve client retention



	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ave.
# of Companies	63	20	27	47	22	22	51	50	36	68	28	24	64	40.2
Termination Rate	3.89%	1.26%	1.70%	2.98%	1.42%	1.42%	3.33%	3.34%	2.45%	4.70%	1.99%	1.70%	4.53%	-
# of Stores	90	20	32	270	26	37	84	79	57	124	36	40	84	75.3
Termination Rate	3.56%	0.81%	1.28%	10.83%	1.15%	1.65%	3.77%	3.64%	2.68%	5.93%	1.80%	1.97%	4.13%	-

\* Termination Rate =  $\frac{\text{\# of companies (stores) withdrawing in a given month}}{\text{\# of companies (stores) in a given month}}$



⑭ Purchase of Treasury Stock

Treasury stock purchased as of December 31, 2010 (Period covering: Apr. 2010 - Dec. 2010)

Total number of shares purchased: 242 shares

Total purchase amount: 7,662,750yen

Total treasury stock purchased as of December 31, 2010 (cumulative)

Total number of shares purchased: 3,232shares

Total purchase amount: 123,568,710yen

Shares outstanding (excluding treasury stock): 66,563 shares

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## FYE March 2011 Forecast

# FYE March 2011 Forecast

## ① Consolidated Full-term Forecast

(Million yen)	Full-term Forecast	Third-quarter Results	Progress Rate as % of Full-term Forecast	FY2010 Full-term Results
Sales	2,450	1,768	72.2%	2,257
Operating Profit	400	295	73.9%	300
Recurring Profit	400	295	73.9%	300
Net Income	200	155	77.7%	148

	Dividend per share
Full-year dividend (forecast) (FYE March 2011)	900yen
Full-year dividend (actual) (FYE March 2010)	800yen

- \* The full-term forecast figures are unchanged from information disclosed on October 21, 2010. The Full-year dividend forecast figures are unchanged from information disclosed on May 14, 2010. Forecast figures are based on information available at the time of this announcement. Actual results may differ materially from the forecast figures.
- \* Figures rounded down to the nearest million yen.

# FYE March 2011 Forecast

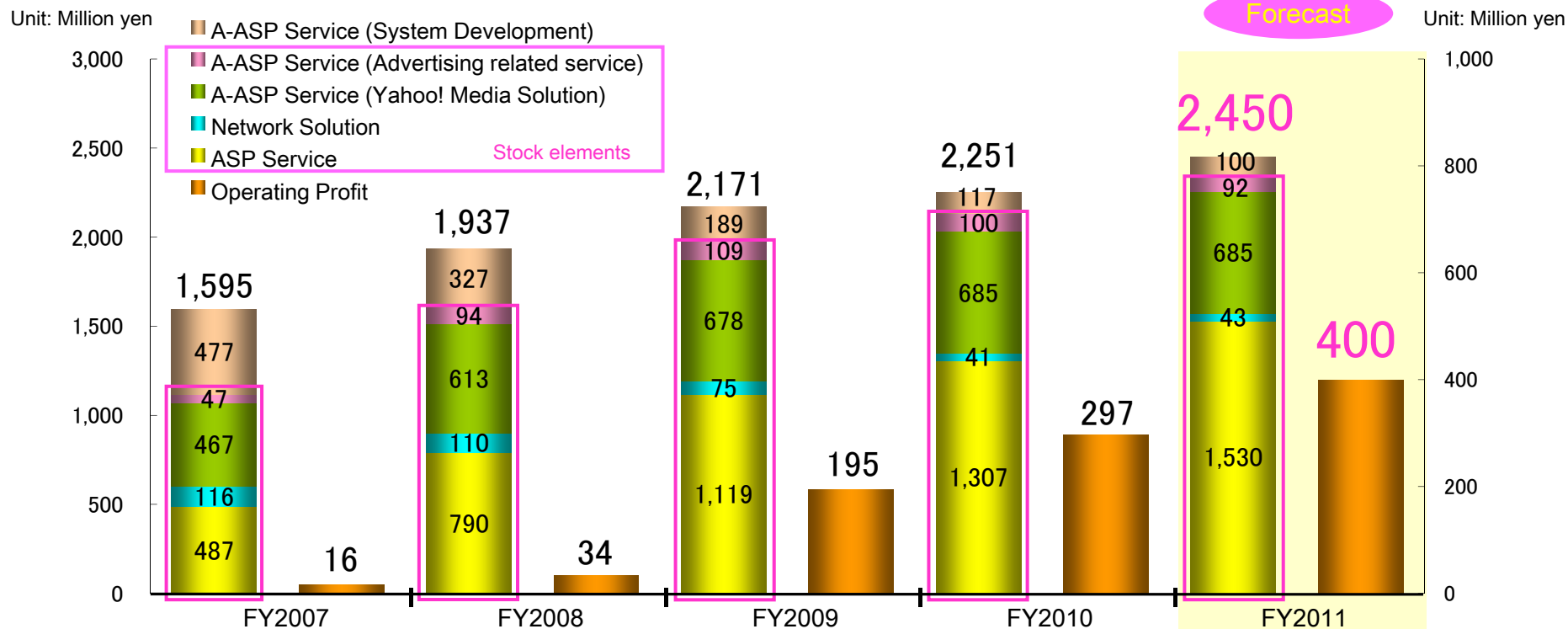
## ② ASP Solution Business Revenue Forecast

(Million yen )	Item	Full-term Forecast	Third-quarter Results	Progress Rate
Stock Elements	ASP Service	1,530	1,067	69.7%
	Network Solution	43	30	71.8%
	A-ASP Service (Yahoo! Media Solution)	685	550	80.4%
	A-ASP Service (Ad related service)	92	62	67.8%
	Subtotal	2,350	1,710	72.8%
Flow Elements	A-ASP Service (System Development)	100	57	57.8%
Grand total		2,450	1,768	72.2%

- \* The full-term forecast figures are unchanged from information disclosed on October 21, 2010.  
Forecast figures are based on information available at the time of this announcement. Actual results may differ materially from the forecast figures.
- \* ASP Solution Business sales figures have not been adjusted for internal transactions.
- \* Figures rounded down to the nearest million yen.

③ Sales & Operating Profit figures of ASP Solution Business

Stock Element Revenue at the core of sales growth



Stock Element Revenue	1,117million yen	1,610million yen	1,982million yen	2,134million yen	2,350million yen
Stock Element Ratio	70.1%	83.1%	91.3%	94.8%	95.9%

\* Stock Element Revenue = ASP Service + Network Solution + Yahoo! Media Solution + Advertising related services

\* ASP Solution Business sales figures have not been adjusted for internal transactions.

\* Figures rounded down to the nearest million yen.

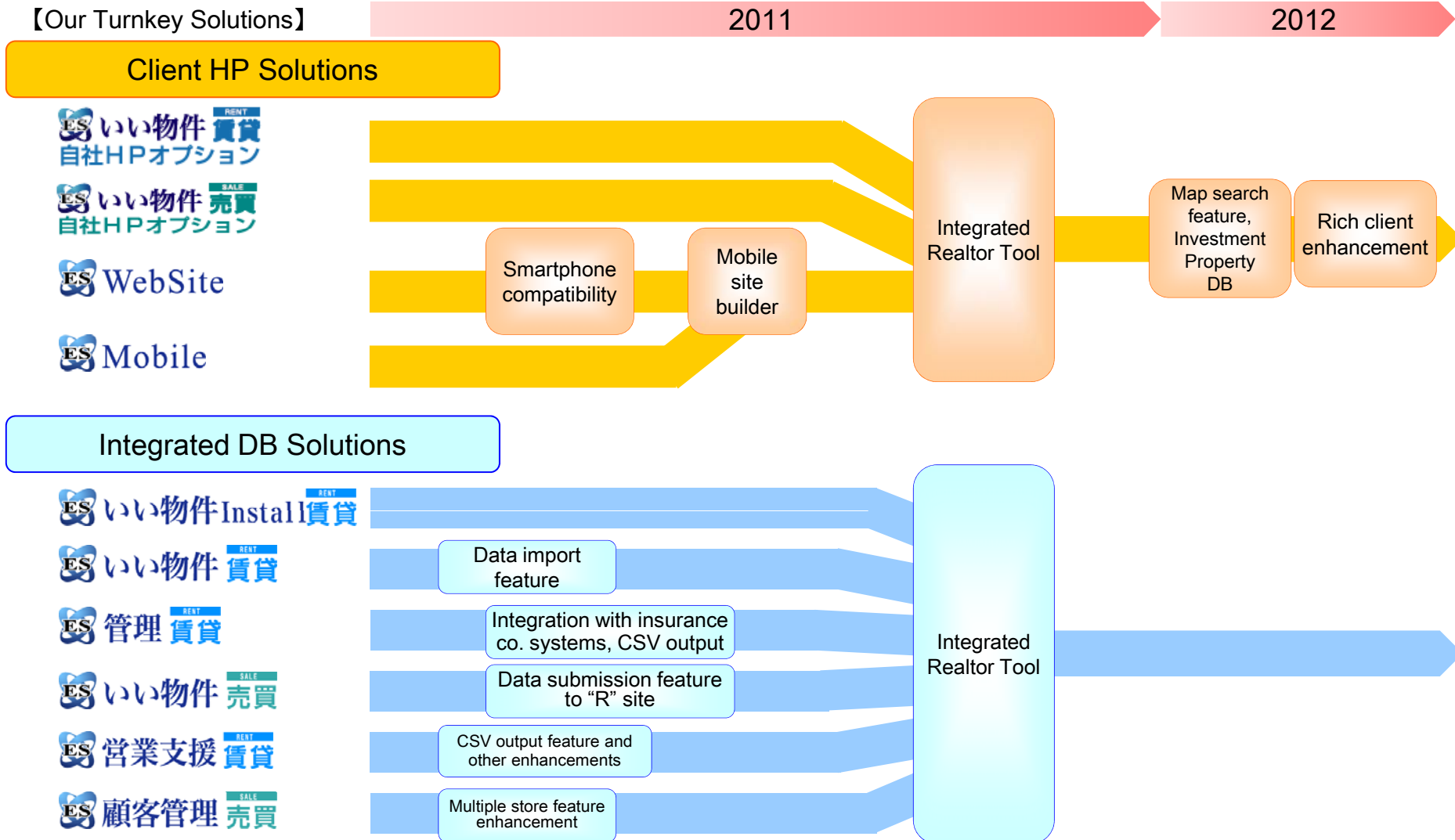
**3**

## Our Business Strategy

# Our Business Strategy

## ① ASP Service Product development road map

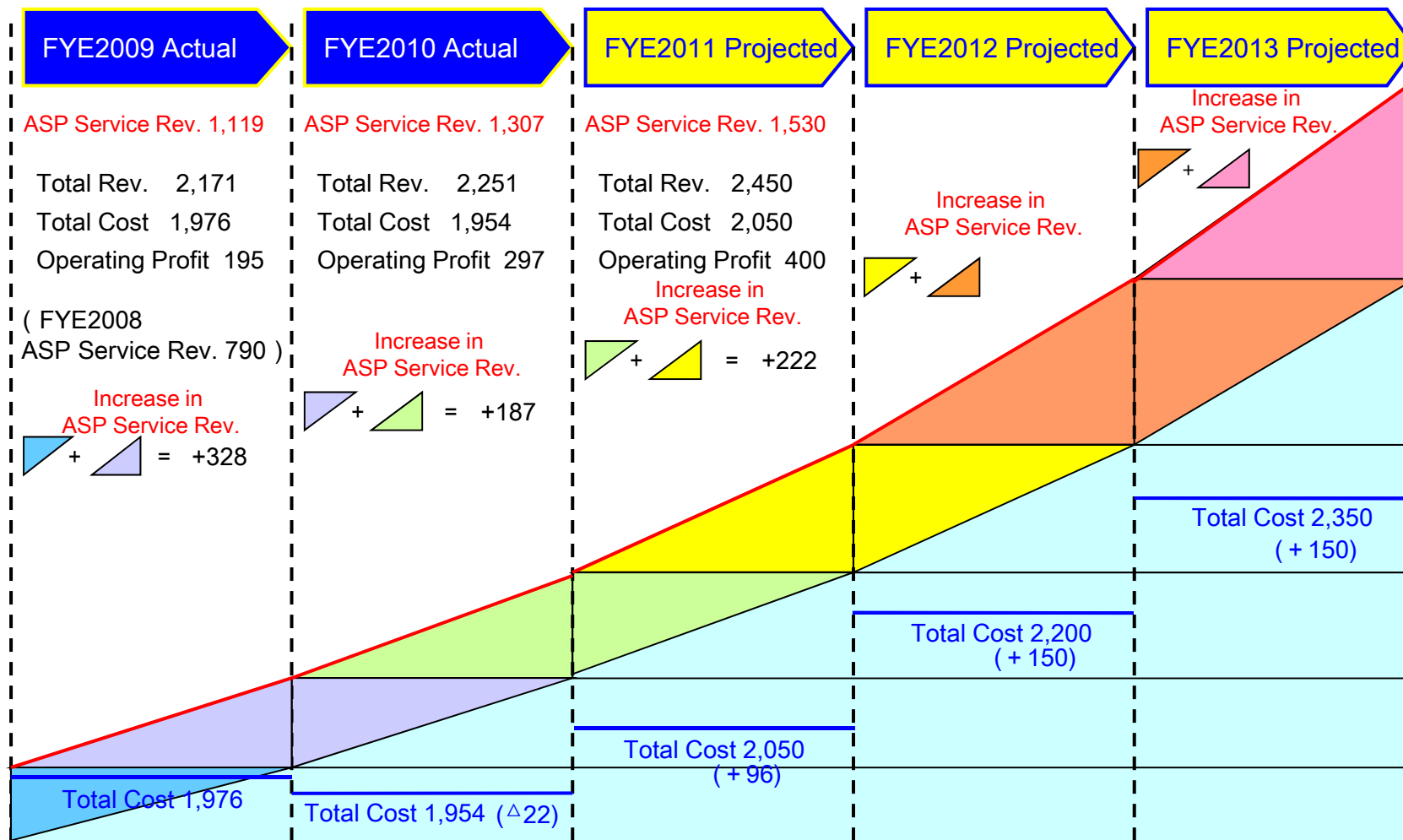
Full integration of our ASP Service products for a seamless end-to-end solution



\* HP is abbreviation for "Homepage."

\* Development and product launch schedule subject to change.

### Stock Business = Stable source of revenue based on ongoing contracts



Revenue base from prior year  
 Revenue curve  
 Total cost curve

- \* This conceptual diagram is intended to illustrate how we envision our profit structure.
- \* Total cost figures for FYE2011 and beyond are projections based on information at the time this document was prepared.
- \* Total Cost = COGS + SG&A, figures in ( ) indicate YOY change.
- \* ASP Solution Business sales figures have not been adjusted for internal transactions.



We aim to become the leading “cloud computing” company for the real estate industry

### Expand and grow our client base

- ▶ Continue to focus on new client acquisition and increase the number of clients
- ▶ Strengthen our national sales coverage
- ▶ Provide a wider range of products to meet the demands of a broader range of clients
- ▶ Client support focused on quick and easy implementation and end-user support

### Improve sales and operation efficiency

- ▶ Increase ARPU through up-selling efforts
- ▶ Shorten client acquisition lead time and improve cost control
- ▶ Improve product development efficiencies and quality by utilizing development components

### Future growth

- ▶ As the leading “cloud computing” company for the real estate industry, we will continue to promote the development of a robust “cloud computing” environment to maximize the utility from “cloud computing”
- ▶ We aim to become the de facto standard one-stop-solution for the real estate industry
- ▶ As we become the real estate industry DB platform, we can realize a market place for all real estate data and information

# 4

## Appendix

(1) Financial Data

(2) Our Business & Service Overview

# (1) Financial Data

## ① Income Statement (Quarterly basis)

( Million yen )	FY2009				FY2010				FY2011			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	519	540	568	544	540	564	559	593	576	597	595	
Gross Profit	247	265	289	266	269	305	304	339	343	364	339	
Gross Profit Margin	47.6%	49.1%	50.9%	48.9%	49.9%	54.1%	54.4%	57.2%	59.7%	61.0%	57.1%	
Operating Profit	21	33	60	61	32	77	75	115	101	110	83	
Operating Profit Margin	4.0%	6.2%	10.7%	11.2%	6.0%	13.7%	13.6%	19.4%	17.5%	18.5%	14.1%	
Recurring Profit	21	34	60	61	32	77	75	115	101	110	83	
Recurring Profit Margin	4.1%	6.4%	10.7%	11.2%	6.1%	13.7%	13.5%	19.4%	17.6%	18.5%	14.1%	
Extraordinary Income	-	-	-	18	-	-	-	-	-	0	1	
Extraordinary Loss	0	-	-	7	13	2	0	△0	3	0	0	
Quarter Net Income	8	12	29	37	5	39	37	65	51	60	43	
Net Income Margin	1.7%	2.2%	5.1%	6.9%	1.1%	7.0%	6.7%	11.0%	8.9%	10.1%	7.3%	

\* '-' indicates zero yen, '0' indicates an amount less than one million yen.

\* FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated.

\* Figures are rounded down to the nearest million yen.

## ② Balance Sheet (Quarterly basis)

( Million yen )	FY2009				FY2010				FY2011			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	881	1,021	955	1,077	916	902	836	915	826	899	868	
Non-Current Assets Total	851	861	889	878	930	982	1,023	1,035	1,073	1,116	1,151	
Assets Total	1,732	1,883	1,844	1,955	1,847	1,884	1,859	1,950	1,899	2,015	2,020	
Current Liability Total	212	338	270	336	273	285	248	304	258	328	284	
Non-Current Liability Total	53	66	74	80	80	79	75	74	69	62	58	
Liability Total	265	404	344	417	354	364	323	379	328	391	342	
Net Assets Total	1,466	1,479	1,500	1,538	1,492	1,520	1,535	1,571	1,571	1,624	1,677	
Liability & Net Assets Total	1,732	1,883	1,844	1,955	1,847	1,884	1,859	1,950	1,899	2,015	2,020	

\* FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated.

\* Figures are rounded down to the nearest million yen.

### ③ Cash Flow Statement (Quarterly basis)

( Million yen )	FY2009				FY2010				FY2011			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
CF from Operating Activities	39	233	17	180	0	140	62	190	69	173	107	
CF from Investing Activities	△91	△69	△85	△54	△74	△139	△96	△100	△101	△112	△115	
CF from Financing Activities	0	0	△7	-	△26	△17	△22	△29	△41	△16	9	
Net increase in cash and cash equivalents (△decrease)	△51	164	△76	126	△101	△17	△56	60	△74	44	1	
Cash and Cash Equivalents (end of term)	524	688	612	738	637	620	564	624	550	595	596	

- \* FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated.
- \* Quarterly cash flow figures are not audited (cumulative period cash flow figures are audited).
- \* '-' indicates zero yen.
- \* Figures are rounded down to the nearest million yen.

## ④ Other Data (Quarterly basis)

### ASP Solution Business

( Million yen )		FY2009				FY2010				FY2011			
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
ASP Service		241	276	296	305	304	318	326	357	350	348	367	
Advanced ASP Service		258	243	251	221	221	235	222	224	215	238	217	
Network Solution		20	20	19	16	8	10	11	11	10	10	10	
Sales Total		519	540	567	543	534	563	559	593	576	597	595	
COGS		272	275	279	278	270	258	255	254	232	232	255	
SG&A		226	220	222	202	232	228	229	225	243	254	256	
Cost Total		498	495	501	480	503	487	484	479	475	475	512	
Operating Profit		21	44	66	62	31	76	75	114	100	109	83	
Recurring Profit		21	45	66	62	32	76	75	114	101	110	83	
Number of ASP Service clients		1,527	1,572	1,637	1,631	1,593	1,633	1,619	1,578	1,530	1,446	1,414	
· Companies		2,016	2,128	2,292	2,305	2,472	2,541	2,526	2,494	2,230	2,090	2,033	
· Stores													
Number of employees (Non-consolidated)		200	194	190	179	190	187	177	161	171	171	168	

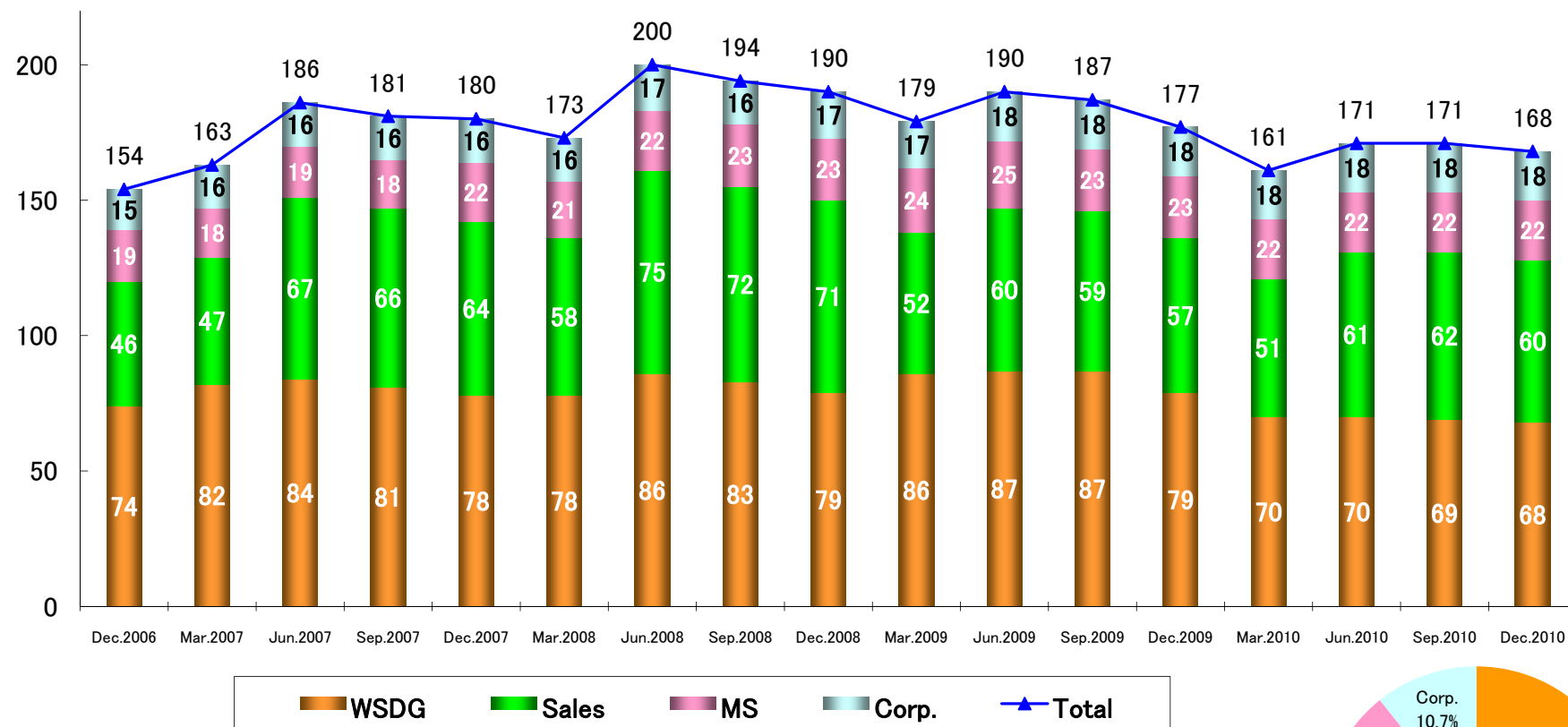
\* ASP Solution Business sales figures have not been adjusted for internal transactions.

\* FY2009 1Q figures are non-consolidated.

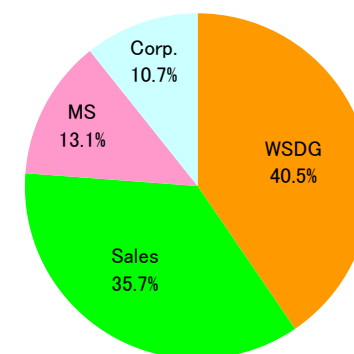
\* Figures are rounded down to the nearest million yen.

# ⑤ Number of Employees (Non-consolidated)

Unit: employees



- \* Excluding directors, advisors, and part-time workers.
- \* Head count for Strategic Planning Dept. transferred from Sales to WSDG (reflected from March 2009 figures).
- \* Head count for Product Planning transferred from WSDG to Sales (reflected in Dec. 2009 figures).
- \* WSDG: Web Solution Development Group, Sales: excluding MS, MS: Media Solution, Corp: Corporate staff



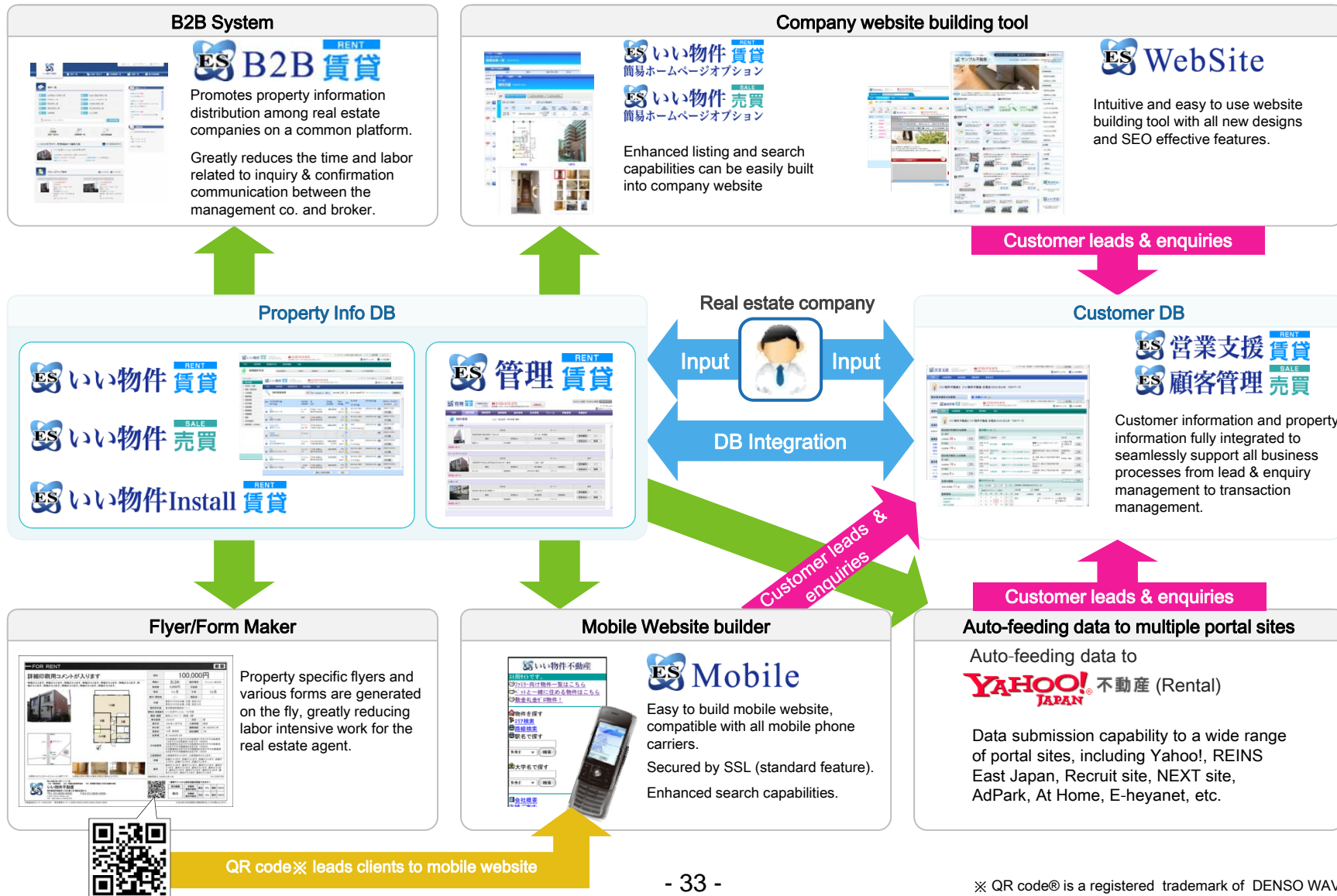
Dec.31, 2011



## (2) Our Business & Service Overview

# ① Overview of our Turnkey Solutions

Our end-to-end integrated DB solution: from property promotion and customer acquisition to property management



Easy to build company website with all new designs and SEO effective features

Subscription rate

Initial charge  
88,000 yen ~

Monthly charge  
34,000 yen ~

「ES-WebSite」なら自社HPの作成・運用からSEOまで!

デザイン性に優れたHPが  
低コストで実現

お金をかけられないからといって、デザインをあきらめる必要はありません。数100サイトの制作実績に基づき、不動産HP制作のプロがデザインしたテンプレートをそのまま使用することができます。

マニュアルが要らないほど  
直感的な操作

ES-WebSiteは、ページ編集機能の直感的な操作にこだわりました。テキストや画像、Flashをドラッグ&ドロップで自由に配置できるので、HTML等の専門知識は不要です。

SEOに強い構造で自社HPの  
集客力アップ

SEO対策済みのシステムなので、物件情報をたくさん登録するほどSEOが強化され、自社HPへの入口も増える構造となっています。結果として、自社HPの集客力アップが期待できます。

SEOによる集客アップのイメージ ※検索順位を保証するものではありません。

TOPページが上位表示



物件詳細ページが上位表示



Detailed information and actual client cases can be viewed below!

<http://www.es-service.net/service/website/>

ES WebSiteの豊富な機能で業務をスピーディに!!

マニュアルが要らないほど直感的な操作

一般的なCMSとは違い、テキストや画像、Flashをドラッグ&ドロップで自由に配置できます。デザインテンプレートをベースに、オリジナリティの高いデザインを作り上げることも可能となります。



簡単にデザイン編集できます。

例えばこんなデザイン変更も思いのまま



オリジナル  
デザインの  
HP構築可

物件情報ページの  
自由な  
カスタマイズも可能

※物件情報ページのカスタマイズには、別途WEB制作会社等の作業費が発生します。

豊富な機能一覧

- HPデザインテンプレート
- TOPメイン画像テンプレート
- TOPメインFlashテンプレート
- 見たままページ編集
- HTML編集
- スタイルシート編集
- 全物件一覧表示
- おすすめ・特集一覧プラン10
- おすすめ物件表示
- 周辺地図表示
- お問合せ設置 (SSL標準装備)
- メニュー管理
- ファイルのアップロード、削除
- 検索エンジン向け サイトマップ自動生成
- アクセス解析用コードの埋め込み
- データバックアップ
- データ復元
- WEBホスティング
- DNSホスティング
- サブドメイン
- <オプション>
- 詳細印刷機能(サイト側)
- おすすめ・特集一覧プラン
- 初期セットアップ
- 月額固定型SEOバック
- 独自ドメイン

“Instantly” match the “right” property to prospective clients!

Subscription rate / store

Initial charge

100,000yen ~

Monthly charge

40,000yen ~

業界特化型「売買仲介業務向けソリューション」

情報の一元管理で 営業効率UP  
マッチングメール、マイページで 歩留まりUP  
データ取得で 反響・営業分析

これまでの対応履歴が保持されるので、顧客ごとに適切な営業方法を選択できます。成約後も、引渡まで顧客ステータスを管理できるため、業務効率のアップが見込まれます。

顧客ごとにマイページが作成され、未公開物件の紹介などを行うことが可能です。登録された希望条件に合致する物件を自動的にマイページに配信する機能も実装し、見込み客の追客漏れを防止します。

媒体別の反響データを取得でき、広告効果の測定が容易になります。さらに、追客状況の確認ができ、営業マンごとの現在の見込み、成約、引渡待ちなどのステータスが一目瞭然です。

売買仲介業務を広範囲にカバーしたシステム



Detailed information and actual client cases can be viewed below!

<http://www.es-service.net/service/crm/>

ES 顧客管理 売買の豊富な機能で業務をスピーディに!!

「営業の追客漏れが多くて困っている」「お客様の情報が色々なところに記載されていて、どれを見たらいいかわからない」「効果的に未公開物件を紹介したい」…こんなお悩みはございませんか？ ES顧客管理売買は、売買業務のあらゆるシーンを想定した豊富な機能と使いやすさで、貴社の営業効率を飛躍的に向上させます!

未公開物件紹介機能

HPや媒体に掲載していない物件を、マイページ内だけで紹介することが可能です。「ここにしかない情報」をアピールし、再度マイページに來訪してもらった確率を高めます。



自動返信メール機能

お問い合わせがあった際に、自動的にお客様にメールを返信いたします。お問い合わせの直後に返信を行うことで機会損失を低減することができ、さらに、そのメールを使ってお客様をマイページに引き込むことでより正確なお客様のニーズを取得することが可能となります。



希望条件マッチングメール配信機能

希望条件に合致する物件が登録された際、自動的にお客様にメールを送信し、マイページに誘導します。見込み客の追客漏れを防止し、売上アップを実現します。



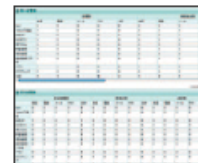
契約情報登録機能

顧客ごとの詳細な契約情報を登録し、引渡までの進捗管理を行うことができます。契約データをCSVで出力することもでき、契約書の作成や手数料収入の計算など様々な場面で活用することができます。



反響・営業情報分析機能

媒体別の反響が確認可能です。反響数だけでなく、媒体別の成約数も集計可能であり、様々な分析が可能となっています。



※イメージは2009年9月現在のものであり、変更される場合がございます。

# ④ Our NEW Products and Services promotion site

URL : <http://www.es-service.net/>

**○ 賃貸仲介のインターネット営業を後方支援します**  
 不動産ポータルサイトへの入稿の効率化、ホームページの充実、サイト訪問者の囲い込み、成約率アップを目指すなら、いい生活におまかせください。



**○ 不動産売買の成約率・業務効率UPを後方支援します**  
 媒体依存から脱却し、費用対効果UP・歩留まりUPを目指すなら、いい生活におまかせください。



**○ 賃貸管理を後方支援します**  
 営業と管理の一元化、管理業務の効率化、情報の安全管理を目指すなら、いい生活におまかせください。



## ⑤ Our Competitive Advantage

### Stock Business = Stable source of revenue based on ongoing contracts

- Steady growth of revenue by accumulating contracts
- Stable cost base

### Early promoter of SaaS model (ASP, SaaS)

- SaaS delivery approach best matches the fragmented real estate industry
- Promoting best practices for the real estate industry through our ASP services
- The leading “cloud computing” company for the real estate industry

### Direct sales force = tight relationship with clients, deep industry knowledge

- Our products quickly and accurately reflect industry-wide client needs
- Deep industry knowledge allows for the development of first-of-a-kind products
- Our Support Center provides telephone and email support to our clients 7days a week

### Entirely in-house development

- Accumulated knowledge of industry practices and key data characteristics
- Shorter time to market of our products

### Debt free and financially sound

- Strong financial base unaffected by volatile financial markets
- Managing credit risk by incorporating advance payment and security deposit policies

## ⑥ IT Service Management System Certification

Achieving a higher level of client satisfaction through service quality

- ▶ 「ISO/IEC27001:2005」(International standard of information security management system)  
**※Registered in June, 2007**
- ▶ 「ISO/IEC20000-1:2005」 ( International standard of IT service management system)  
**※Registered in October, 2009**

Further improve the reliability and quality of our services, as well as strengthen information security

Consistently deliver effective and easy-to-use IT services which meet the needs of our clients

### Outline of ITSMS (ISO/IEC20000-1:2005) Registration

Company Name : e-Seikatsu Co., Ltd.  
Registration number : JMAQA-T001  
Applicable standard : ISO/IEC20000-1:2005  
Range of registration : ASP Service for the real estate industry  
(Excluding individual client system development business  
and Media Solution Dept. business.)  
Registrar : Japan Management Association  
Registration date : October 15, 2009

## ⑦ Business and Revenue Breakdown

Business	Service Category	Element Type	Contract Type	Revenue Recognition	Service and Revenue Details
ASP Solution Business	ASP Service	Stock	Annual	Monthly amount	System usage fees (ASP/SaaS model). Covering both our turnkey solutions as well as customized solutions (resulting from A-ASP system development work). ※Clients: 1,414co., 2,033stores (Subscribed Clients as of December 2010) ※Monthly ARPU: approx. 88,700yen/co., approx. 61,700yen/store (for the single month of December 2010)
	Network Solution	Stock	Annual	Monthly amount	System operation and management fees. Operating and managing our various systems utilizing client assets (i.e. operating on HW and SW owned by clients).
	A-ASP Service (Yahoo! Media Solution)	Stock	Annual	Monthly amount	System operation fees. Operation of the “newly built property” data submission business for 「Yahoo! Real Estate」. ※Revenue consists of fixed and measured rate components
	A-ASP Service (Ad related Services )	Stock	Quarterly	Monthly amount	Advertisement sales commission. Monthly commission on 「Yahoo! Real Estate」 listing service sales. ※Recognized revenue is NET (not GROSS) ※Based on quarterly contracts (ending Mar., Jun., Sep., Dec.)
	A-ASP Service (System Development )	Flow	From time to time	% of completion / One time	System development revenue. Mostly client customization work done on our turnkey solution systems.
Related Business	Real estate Brokerage	Flow	From time to time	One time	Real estate brokerage fees (rental property/sales property). Business operated by e-Seikatsu Fudosan Co. Ltd. (100% owned subsidiary)



## ⑧ Company Profile

Established :	January 21, 2000
Paid-in capital :	619 million 710thousand 868 yen (As of the end of December 2010)
Listing :	Mothers section of the Tokyo Stock Exchange (Code: 3796)
Relationship banks :	Resona Bank, Ltd., Mitsubishi UFJ Trust and Banking Corporation, The Sumitomo Trust & Banking Co., Ltd., The Bank of Tokyo-Mitsubishi UFJ, Ltd., Sumitomo Mitsui Banking Corporation, Mizuho Bank, Ltd.
# of employees :	168 (As of the end of December 2010)
Officers :	President & CEO Kiyotaka Nakamura Executive Vice President & Co-CEO Zenichi Maeno Executive Vice President & CFO Hiroyuki Shiokawa Executive Vice President & COO Hiroyoshi Kitazawa Managing Director & CIO Yoshiaki Kuno Standing Corporate Auditor Akira Hirano Corporate Auditor Masahito Omachi Corporate Auditor Shinichi Shamoto Corporate Auditor Masayasu Takahara
Audit Corporation :	The Kisaragi Accounting Office
Headquarters :	2-32, Minamiazabu 5-chome, Minato-ku, Tokyo
Osaka office :	4-16, Dojimahama 1-chome, Kita-ku, Osaka
Fukuoka office :	11-17, Tenjin 1-chome, Chuo-ku, Fukuoka-shi, Fukuoka
Nagoya office :	4-3, Nishiki 2-chome, Naka-ku, Nagoya-shi, Aichi

### Corporate Site (Japanese only)

<http://www.e-seikatsu.info/>

English presentations are available at

<http://www.e-seikatsu.info/IR/english/investorRelations.html>

### Products and Services Site (Japanese only)

<http://www.es-service.net/>